Virtual World, Real People

U.S. Coast Guard Innovation Expo
October 29 - Nov 1, 2007
New Orleans, LA

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Boston Operations Director
Linden Lab

what is Second Life?

Second Life is a unique online world

- international community, multiuser, persistent world
- not a game
- Linden Lab provides a platform and tools for content creation
- all content created and owned by the residents
- client is Open Source

best fictional analogs are Stephenson’s Metaverse from “Snow Crash” or Vinge’s Otherverse from “True Names”

A new approach to world building

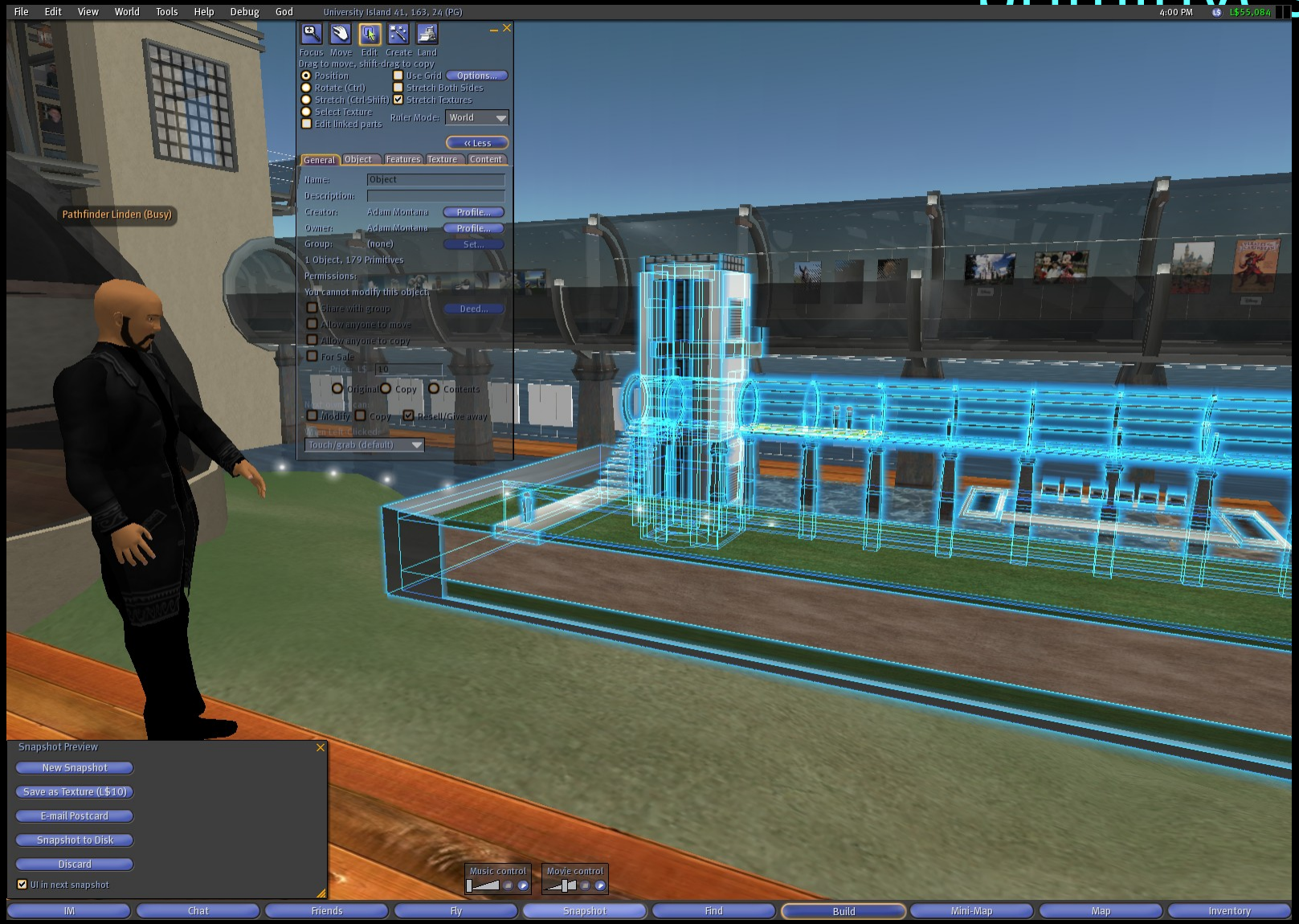
- Stream all content via broadband
- Extremely dynamic content
- Apply distributed/grid computing

15,000 CPUs
375 square miles
Escape, Entertainment, Education, Work, Advocacy
Free to Access, Fees for Land Ownership

Demographics

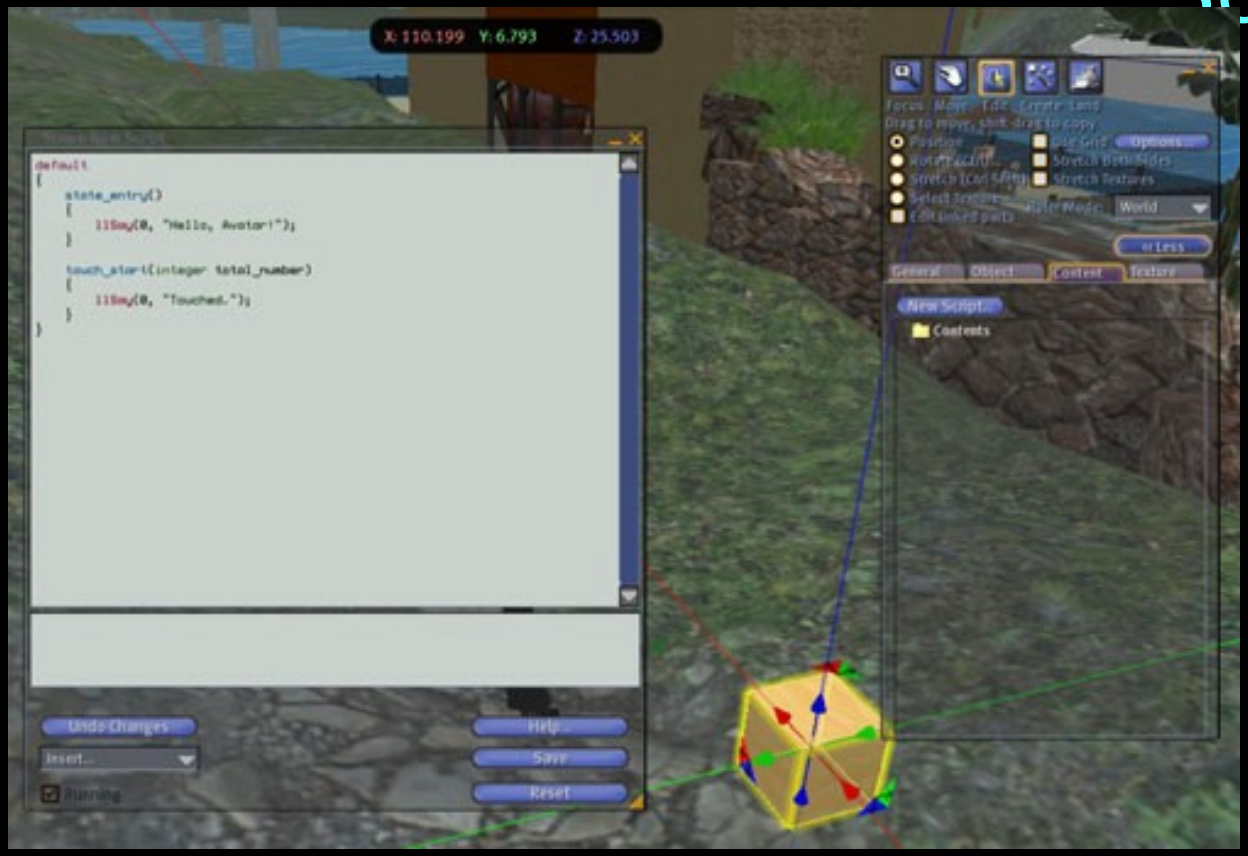
- SL community older and more gender balance than typical MMO games
- Gender neutral by hours of use
- Median age of 35
- Real world skills translate into Second Life (remember, this isn’t a game)

Building in 3D using geometric primitives



http://tinyurl.com/2bwrtj

Breathing Life into Objects with Scripting



Any object can be given physical behavior, interactivity, and can communicate with the world (e.g., email, HTTPRequest, XML-RPC)

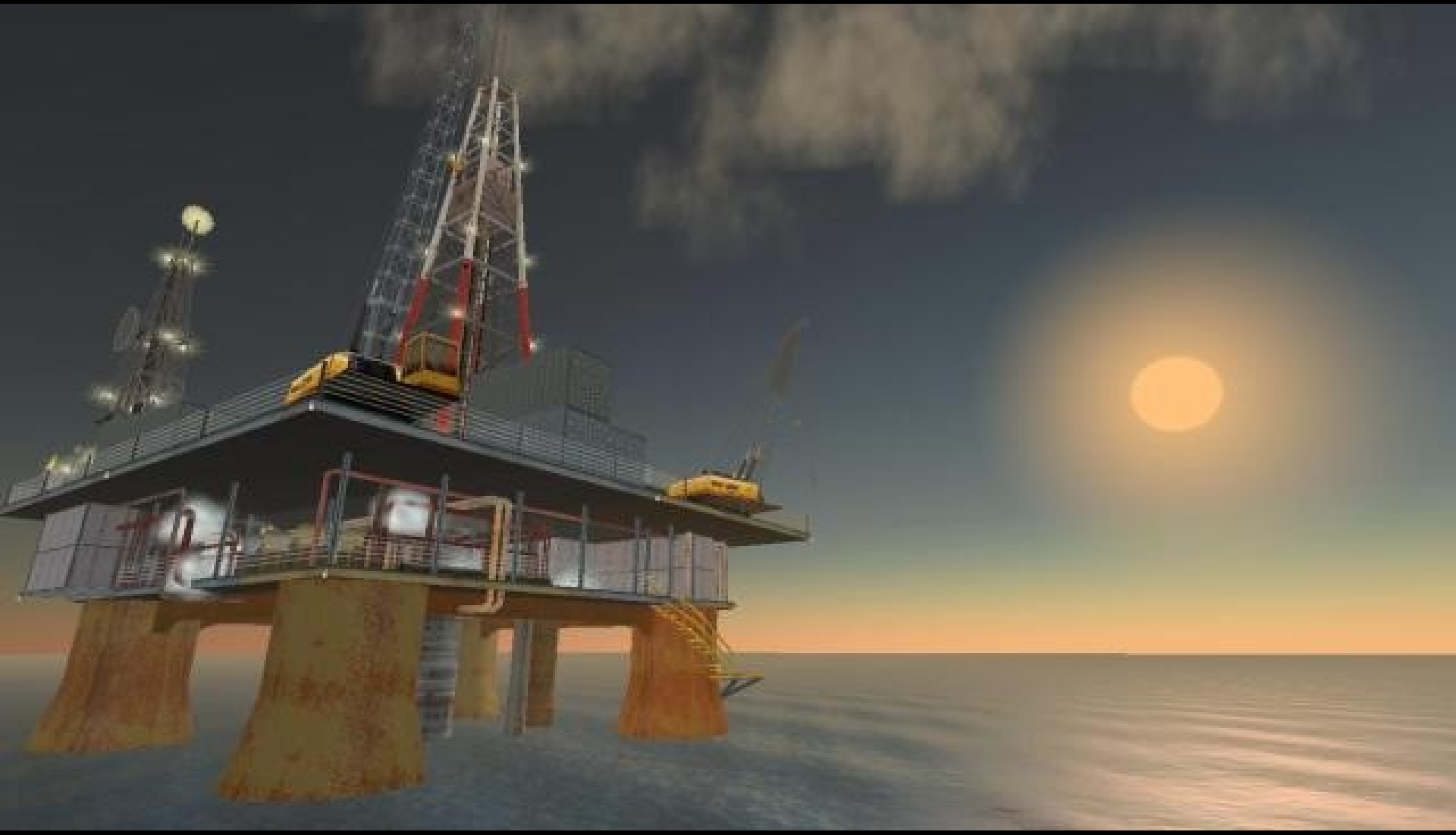
Property Rights

In Second Life, residents own their creations

What does this mean?

- Residents retain their Intellectual Property rights to their creations
- Residents may buy and sell L$ for US$
- Residents may license their creations back into the real world

It’s about the richness of relationships between People and Places



Emotional Bandwidth

:(:) ;P

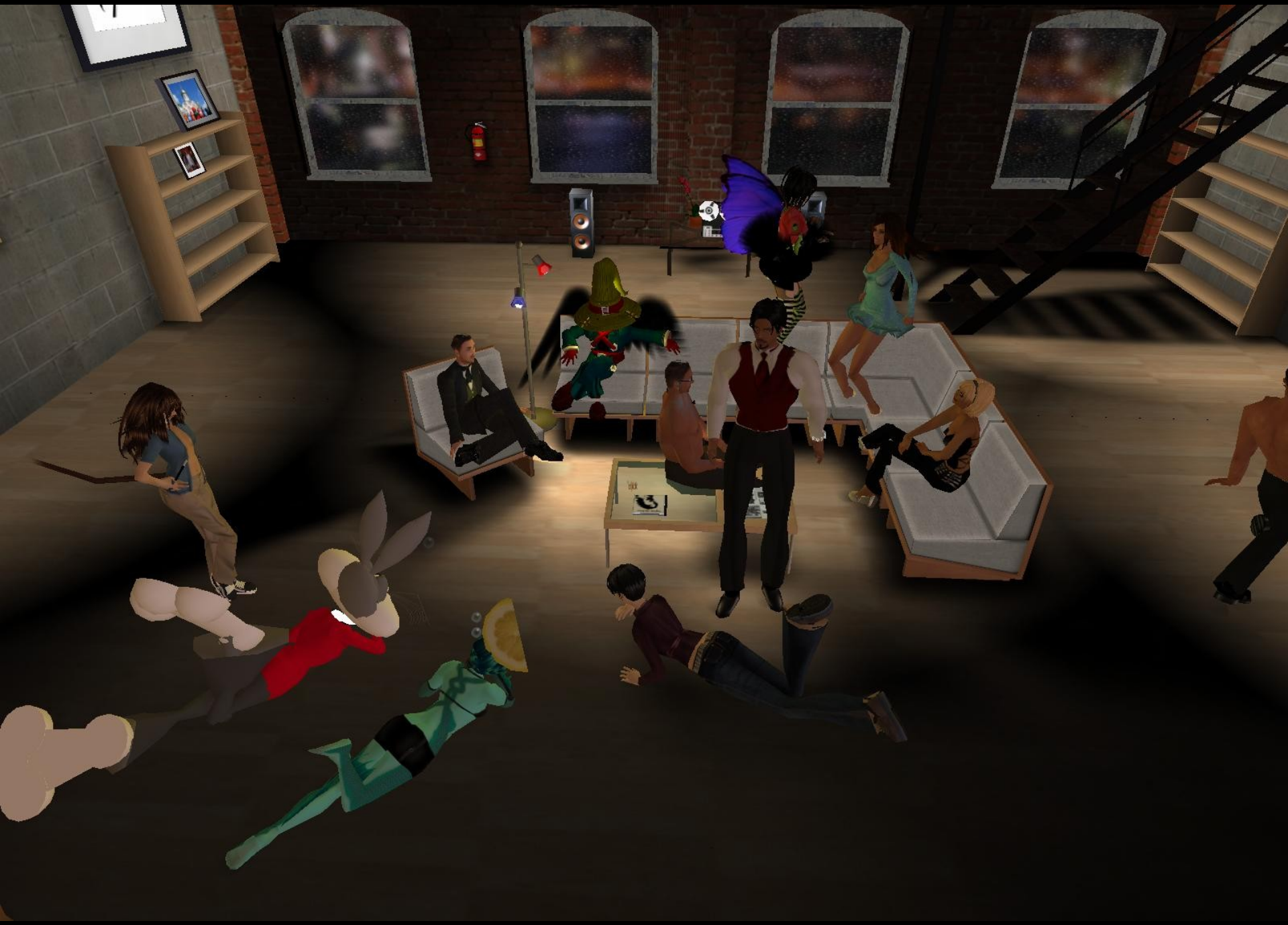
Emotional Bandwidth

Use real-world social cues and proxemics, animations and sounds,
and create your visual identity

3824

ERNEST
ERNEST
ERNEST
ERNEST
TranceField
WasHerE!

regina spektor



People + Tools + Shared Spaces = Metaverse

Increased Perceptual Immersion
leads to
Increased Emotional Bandwidth

We are trading the Tyranny of Geography for the Bondage of Bandwidth

Advanced Atmospheric Rendering

“WindLight” – Customizable and Tradable Assets

Voice

Spatialization and Attenuation

Sculpted Primitives – “Sculpties”

Creating Complex and Organic Shapes

Shared Spaces based on Reality

Vassar College’s recreation of the Sistine Chapel

Shared Spaces based on Reality

Vassar College’s recreation of the Sistine Chapel

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Vassar College’s recreation of the Sistine Chapel

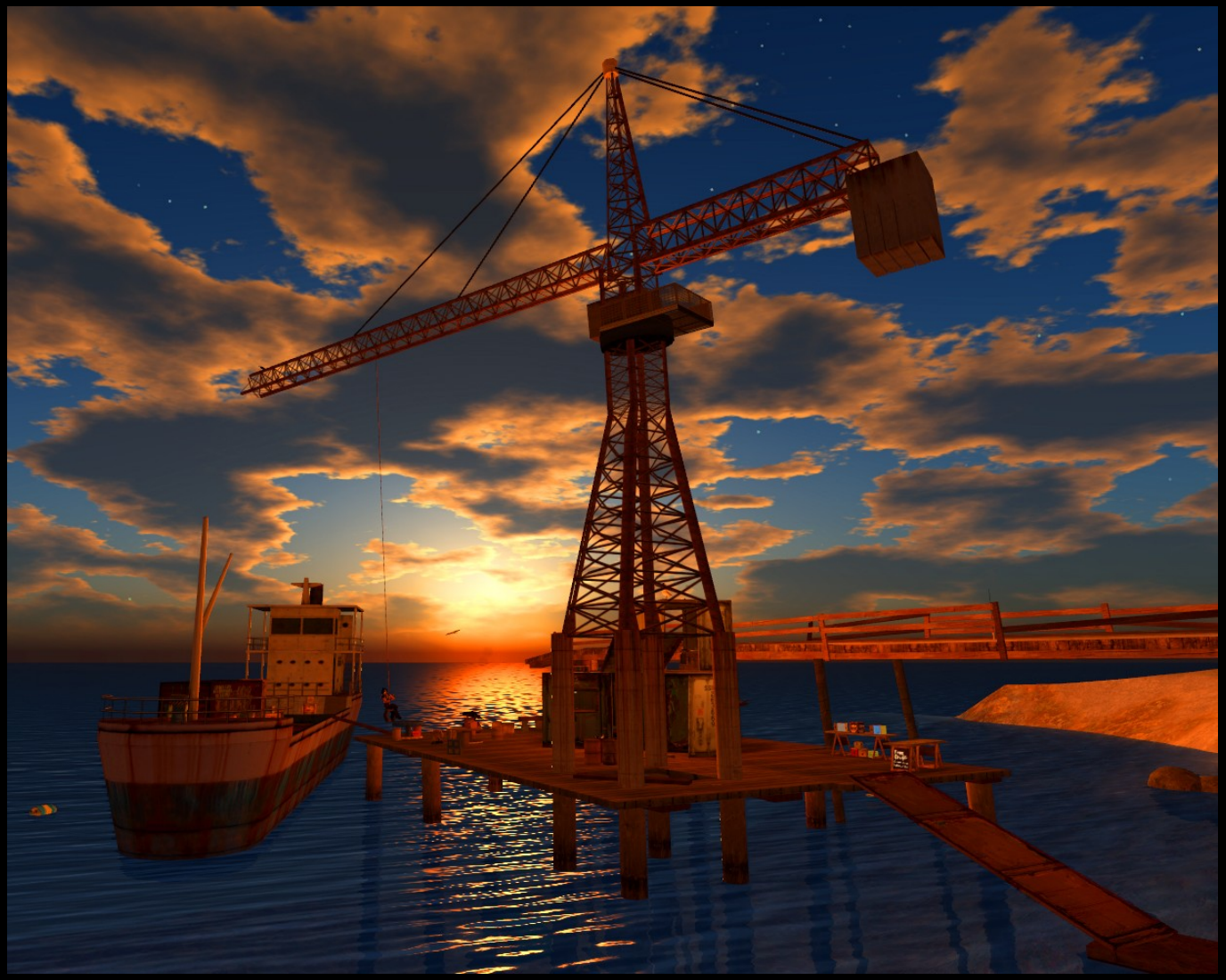
Shared Spaces based on Imagination

“Straylight” Island – Created using Sculpted Primitives

Shared Spaces based on Imagination

“Straylight” Island – Created using Sculpted Primitives

Perceptually Immersive Environments



Windlight Feature – Customized and Sharable Atmospheric Effects

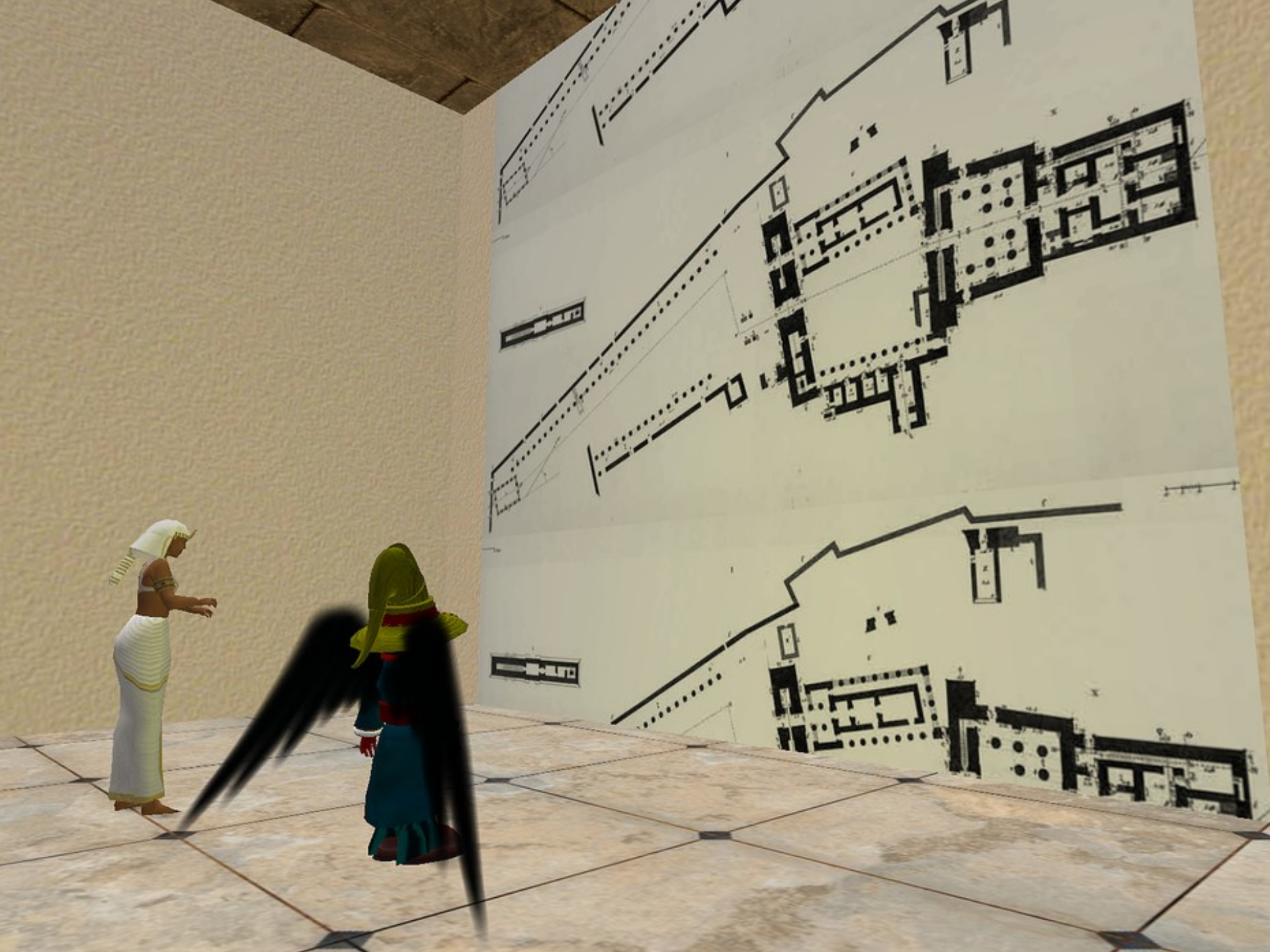
Companies

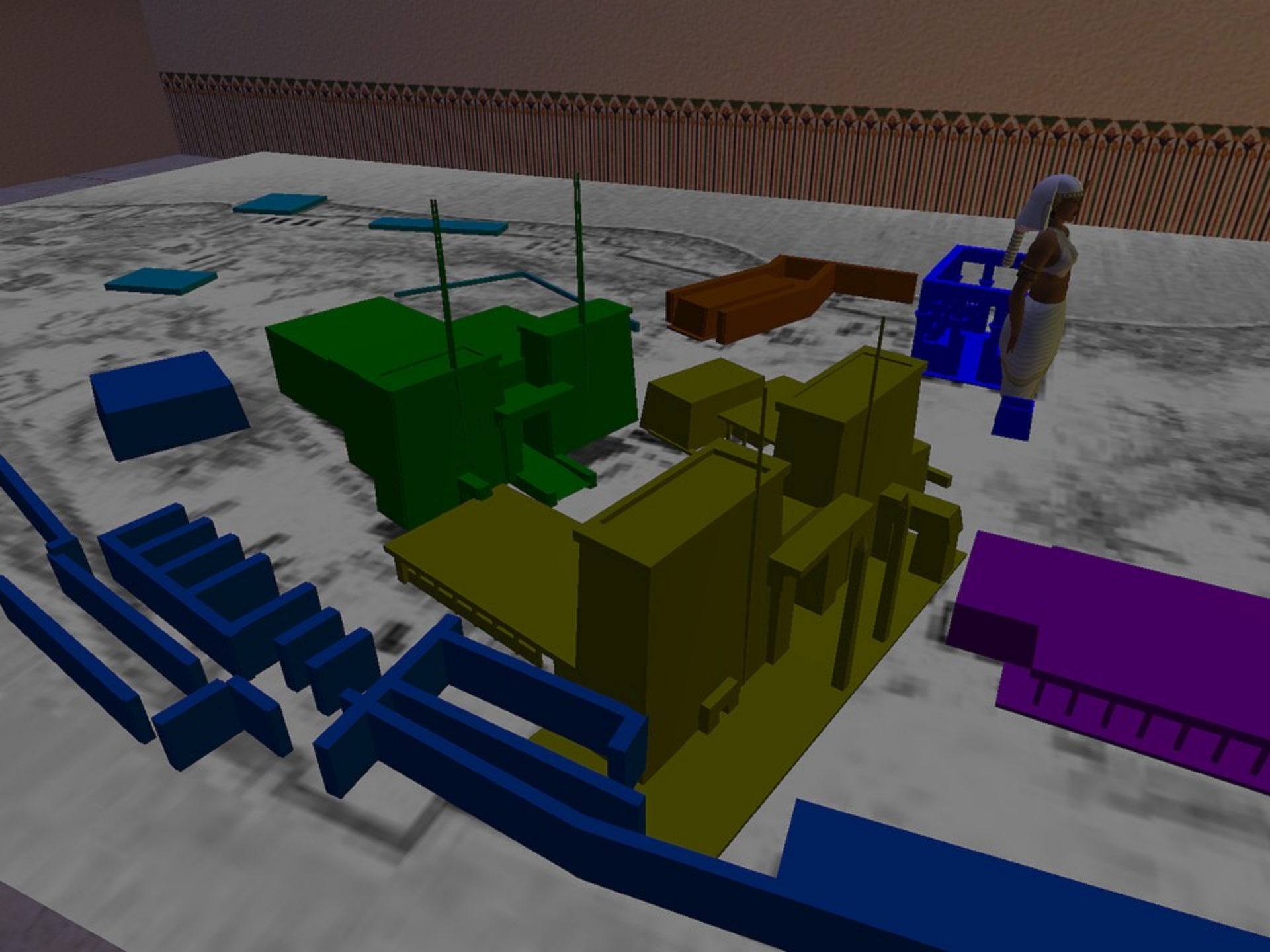
- IBM, Cisco: 6,000 employees
- Starwood Hotels “aloft” - real hotel prototyping with customer input
- Pontiac - engineers meeting with Residents
- http://secondlife.reuters.com

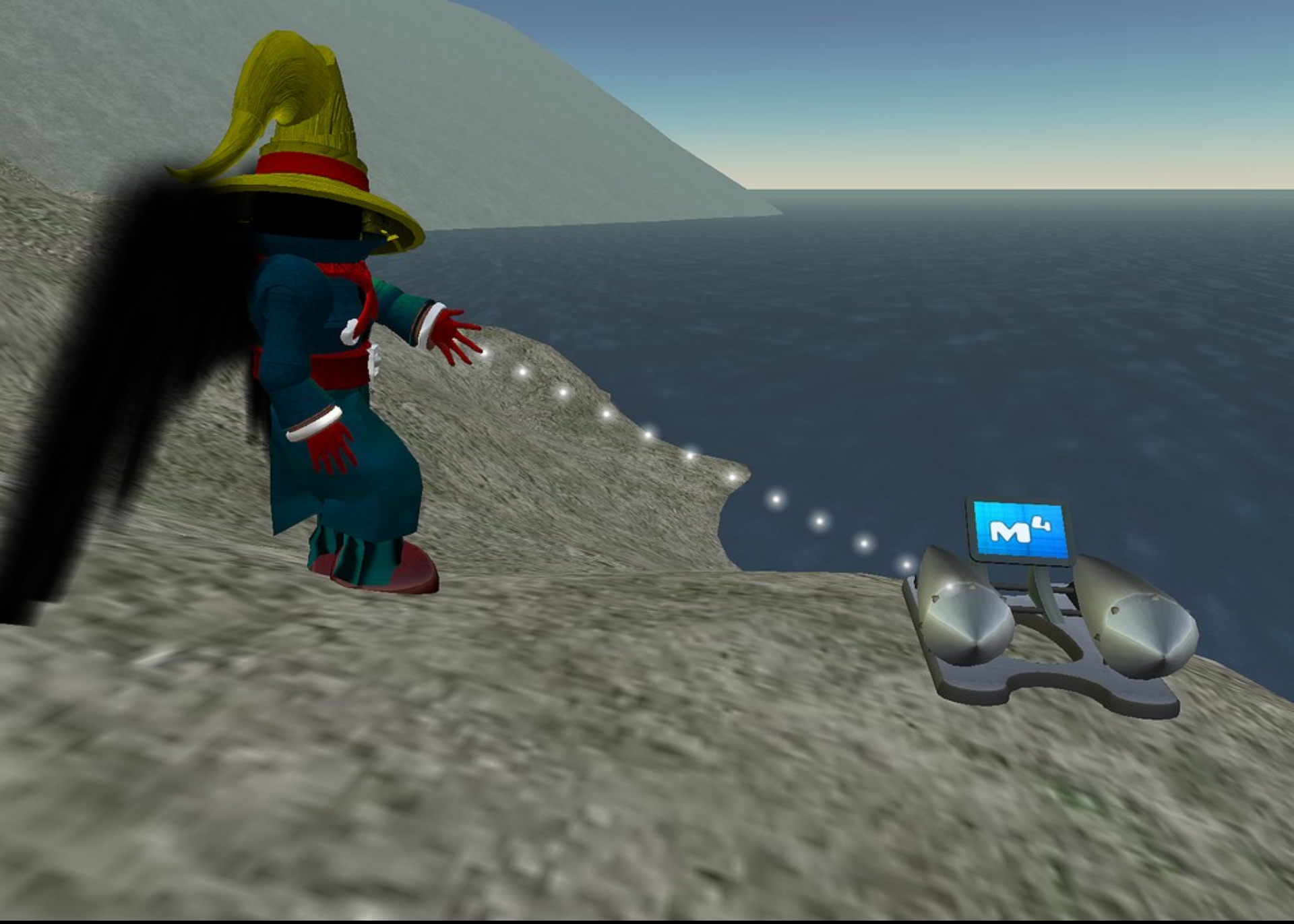
Real Educators

- Teach using simulation and experiential learning
- New media art, programming, cultural studies, language training...
- Over 300 different universities and academic organizations

Personal Creativity



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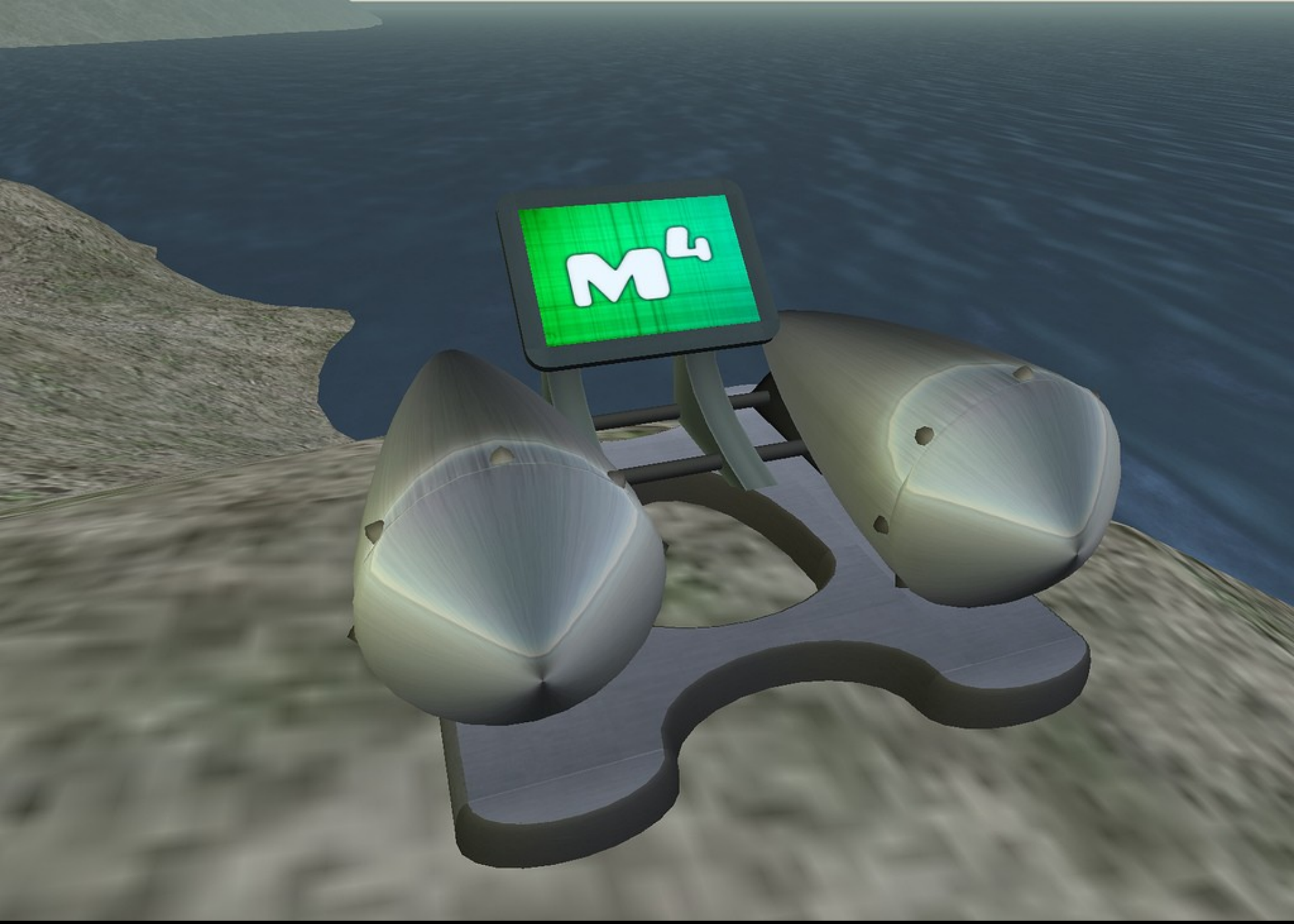
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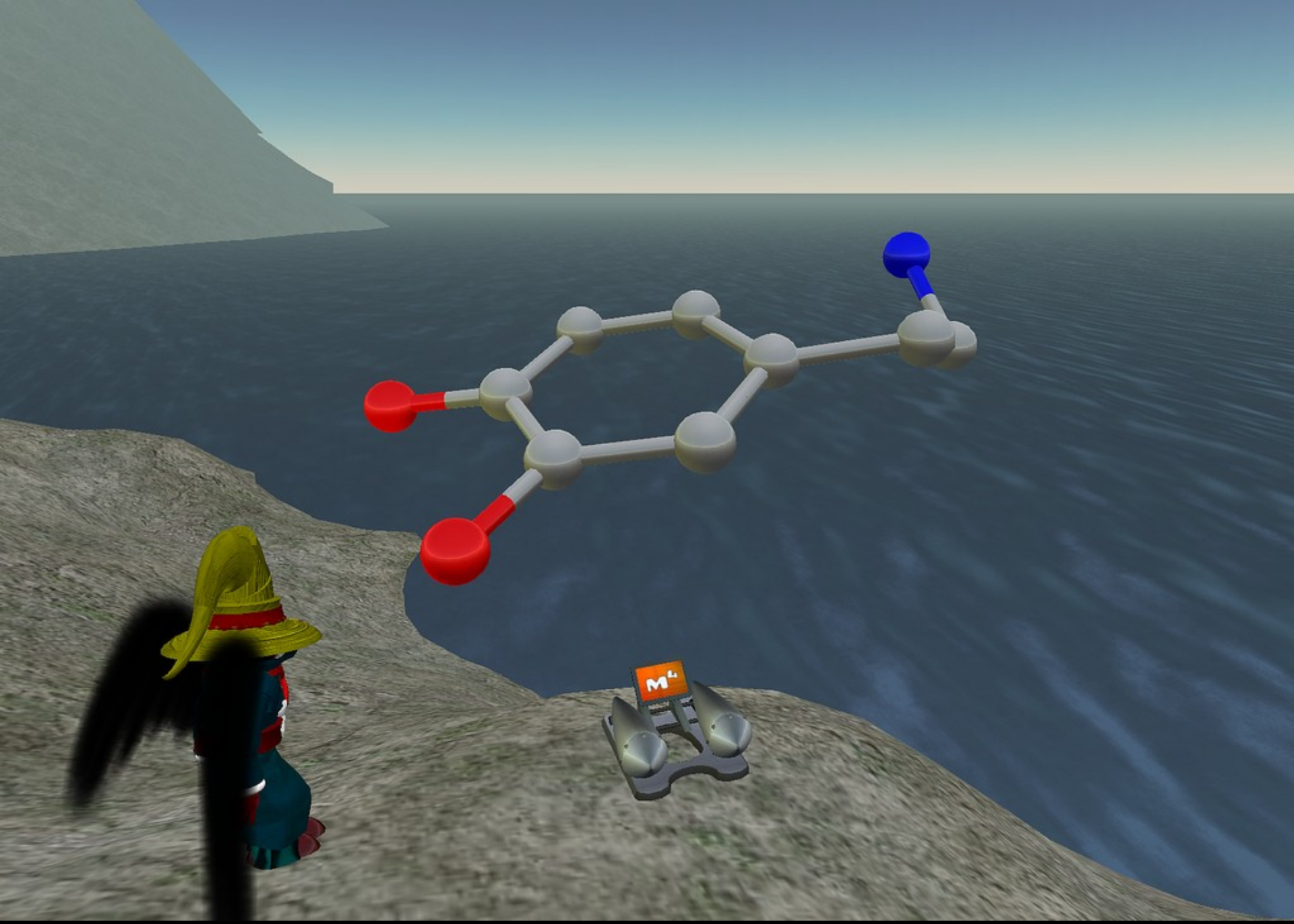
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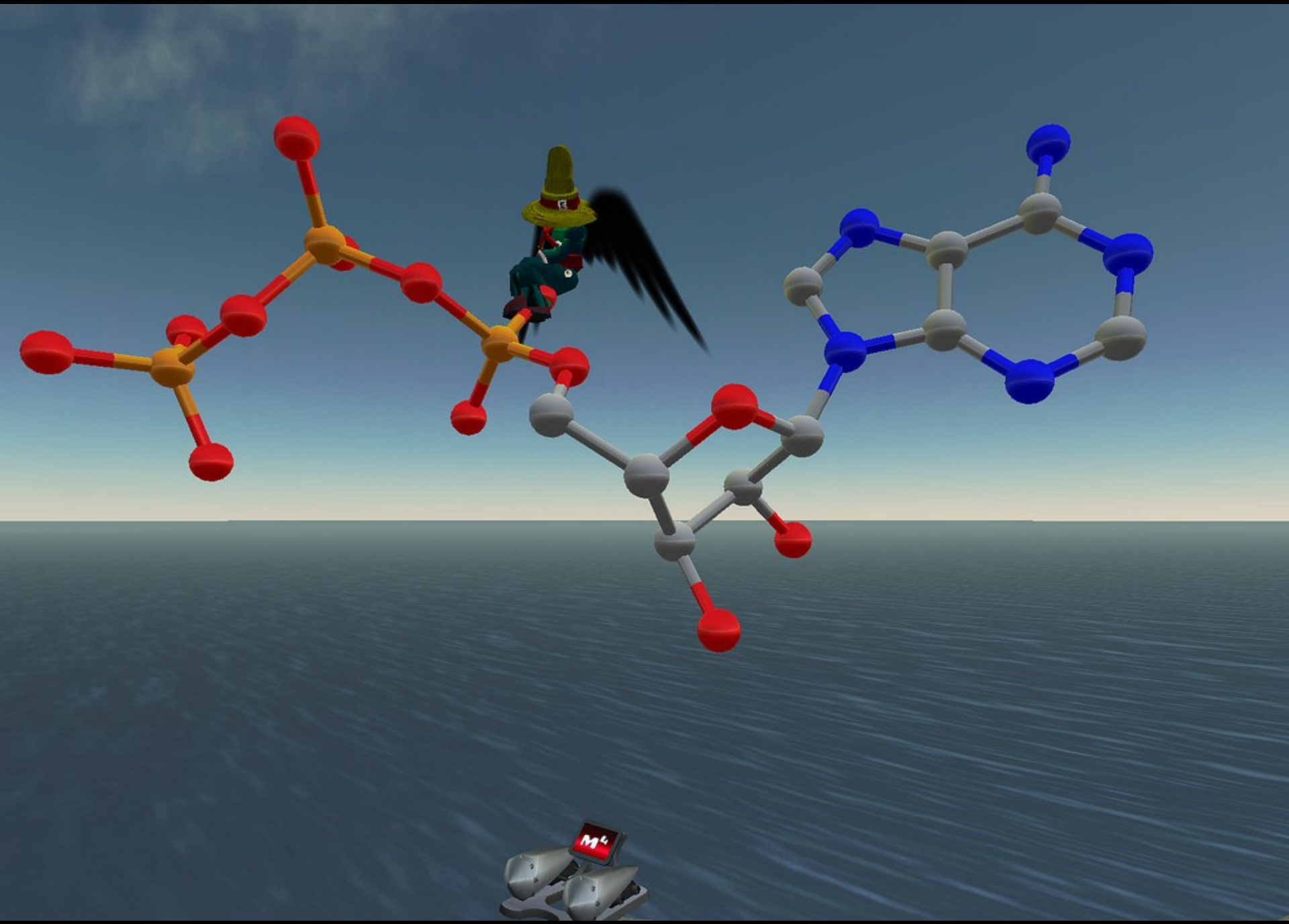
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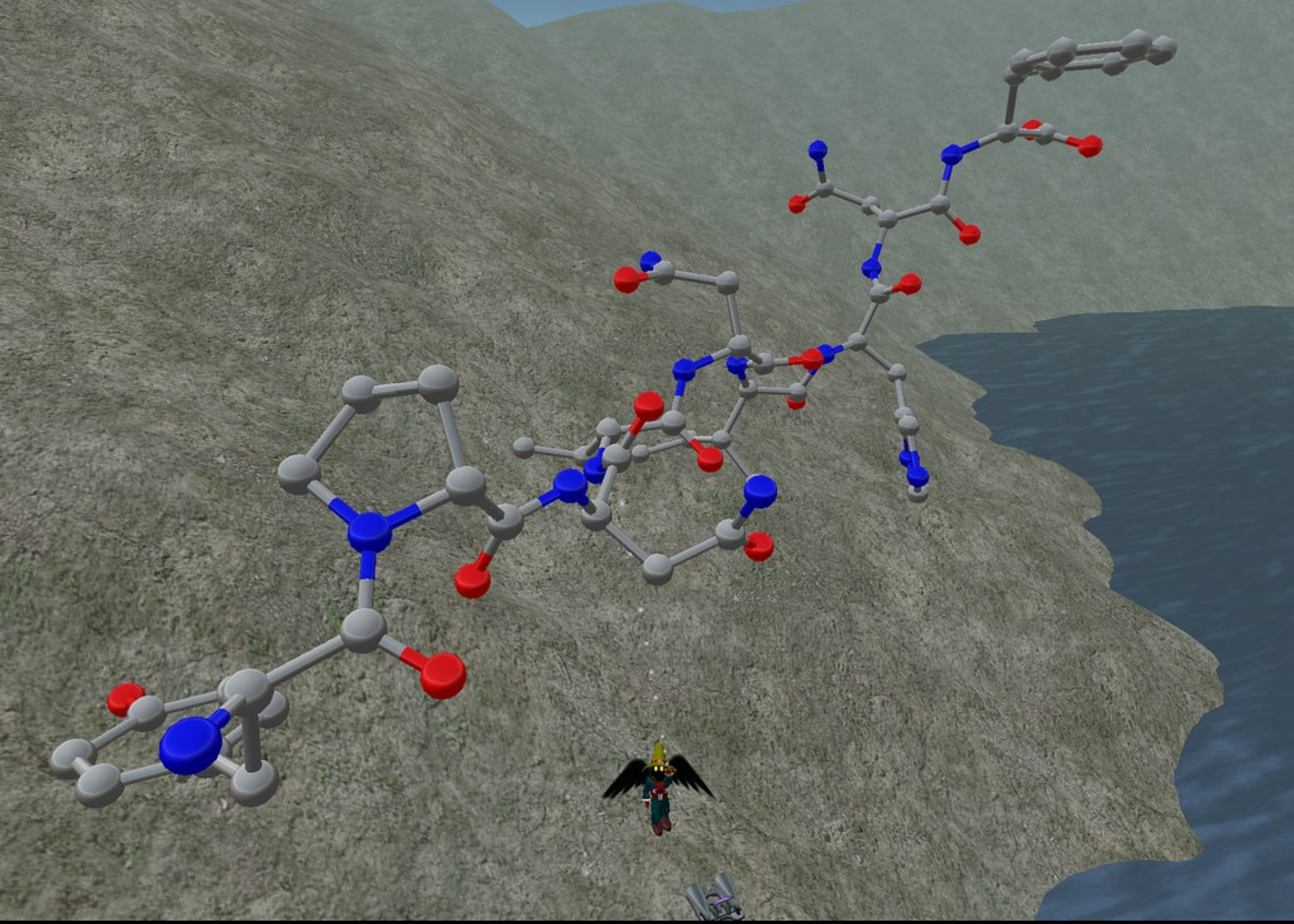
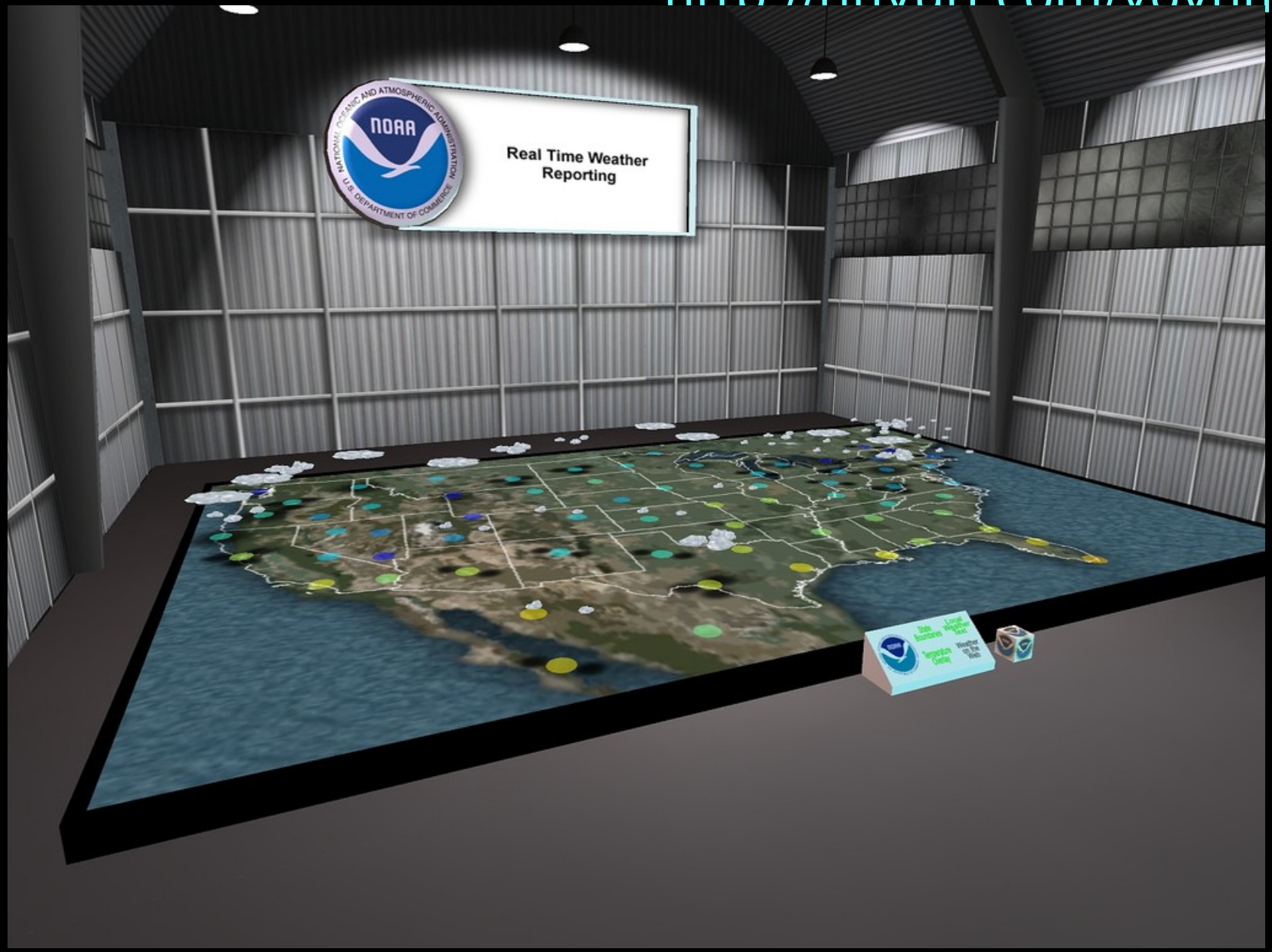


NOAA - Education in Second Life
http://tinyurl.com/yovhmp

NOAA - Education in Second Life
http://tinyurl.com/yoyhmp



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Aimee Weber's Hurricane Hunter Demo

NOAA - Education in Second Life
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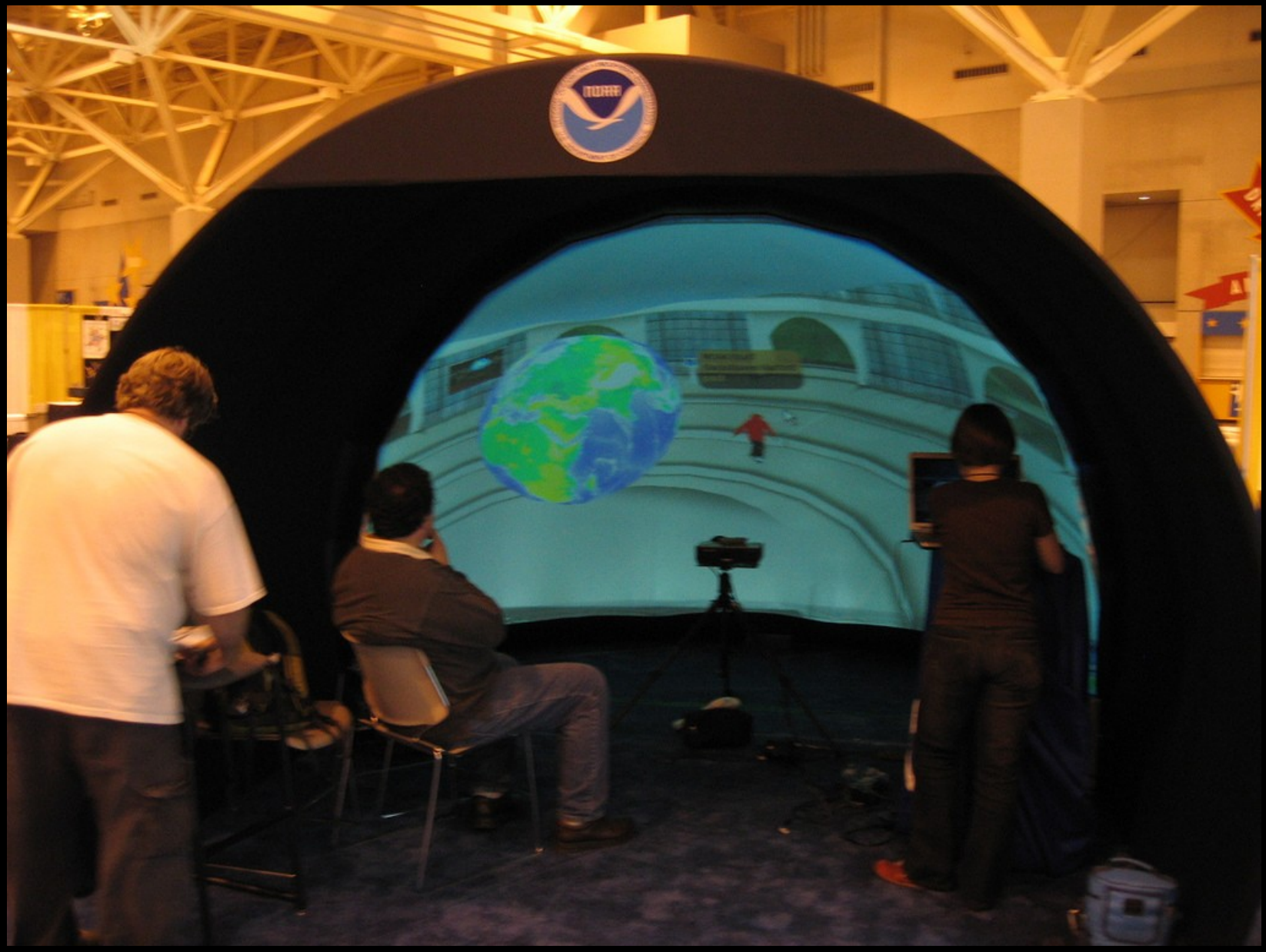
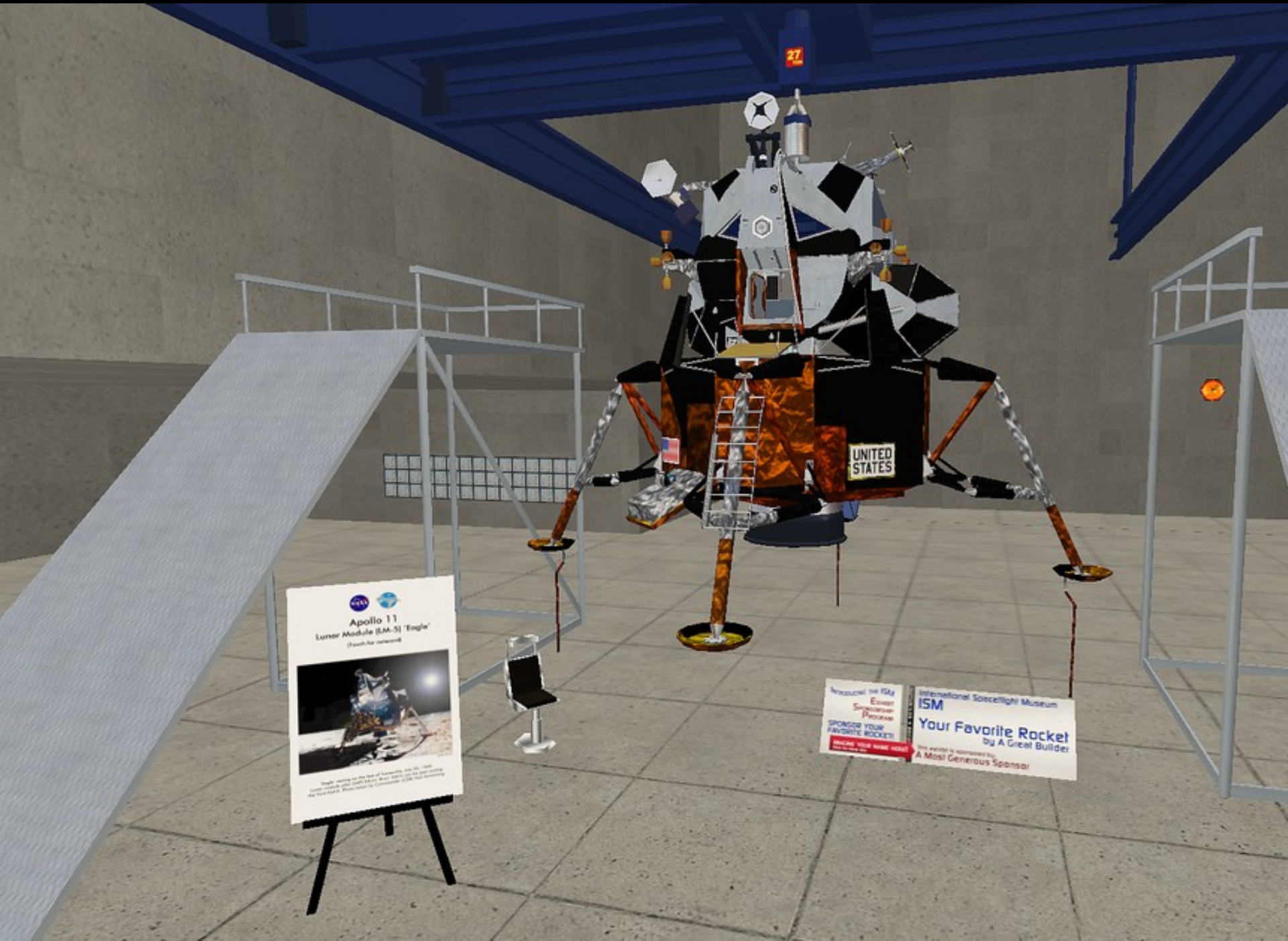
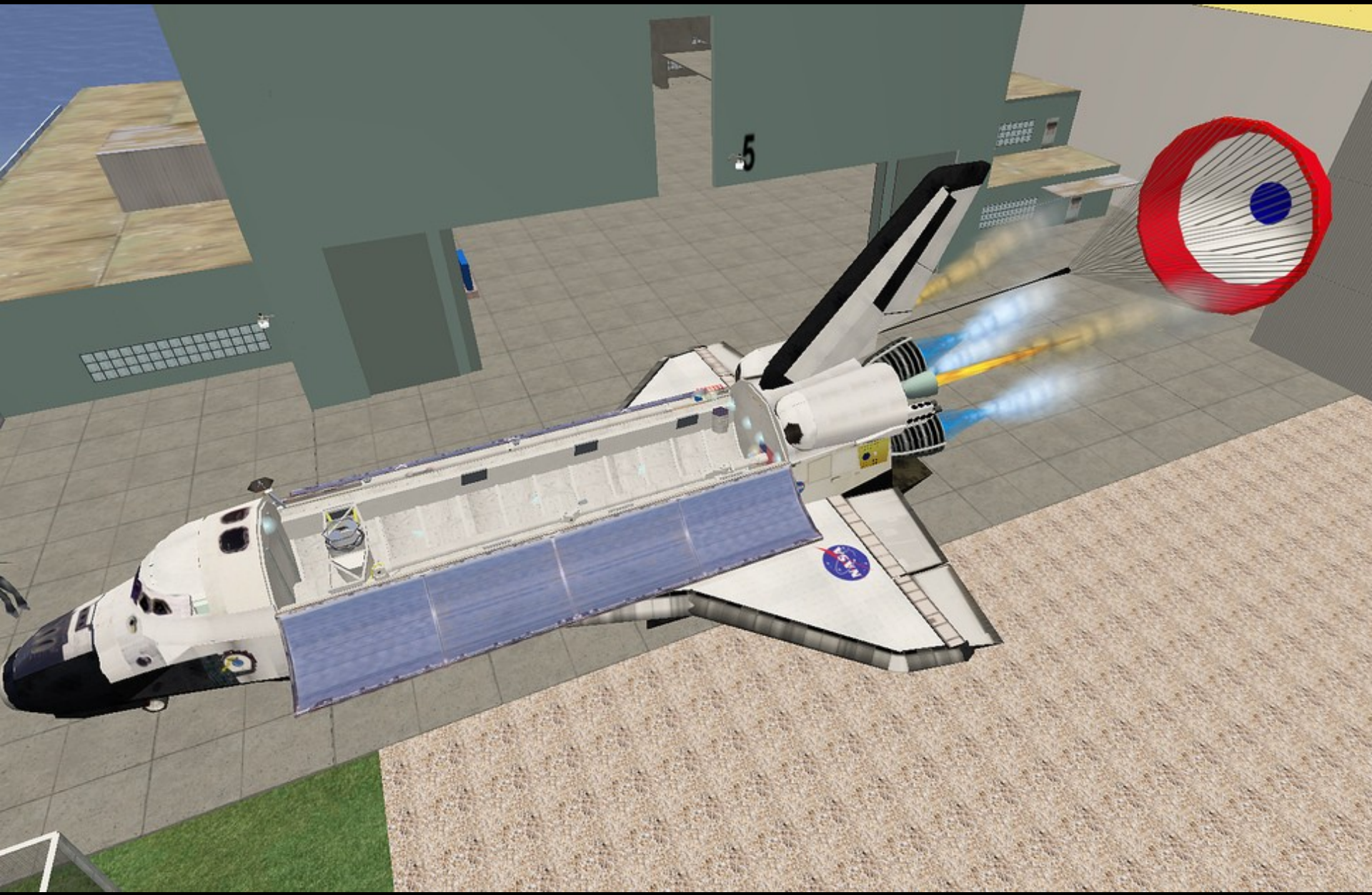


NASA - International Spaceflight Museum


Apollo 11
Lunar Module (LM-5) 'Eagle'
UNITED STATES
International Spaceflight Museum
ISM
Your Favorite Rocket
by A Great Builder
A Most Generous Sponsor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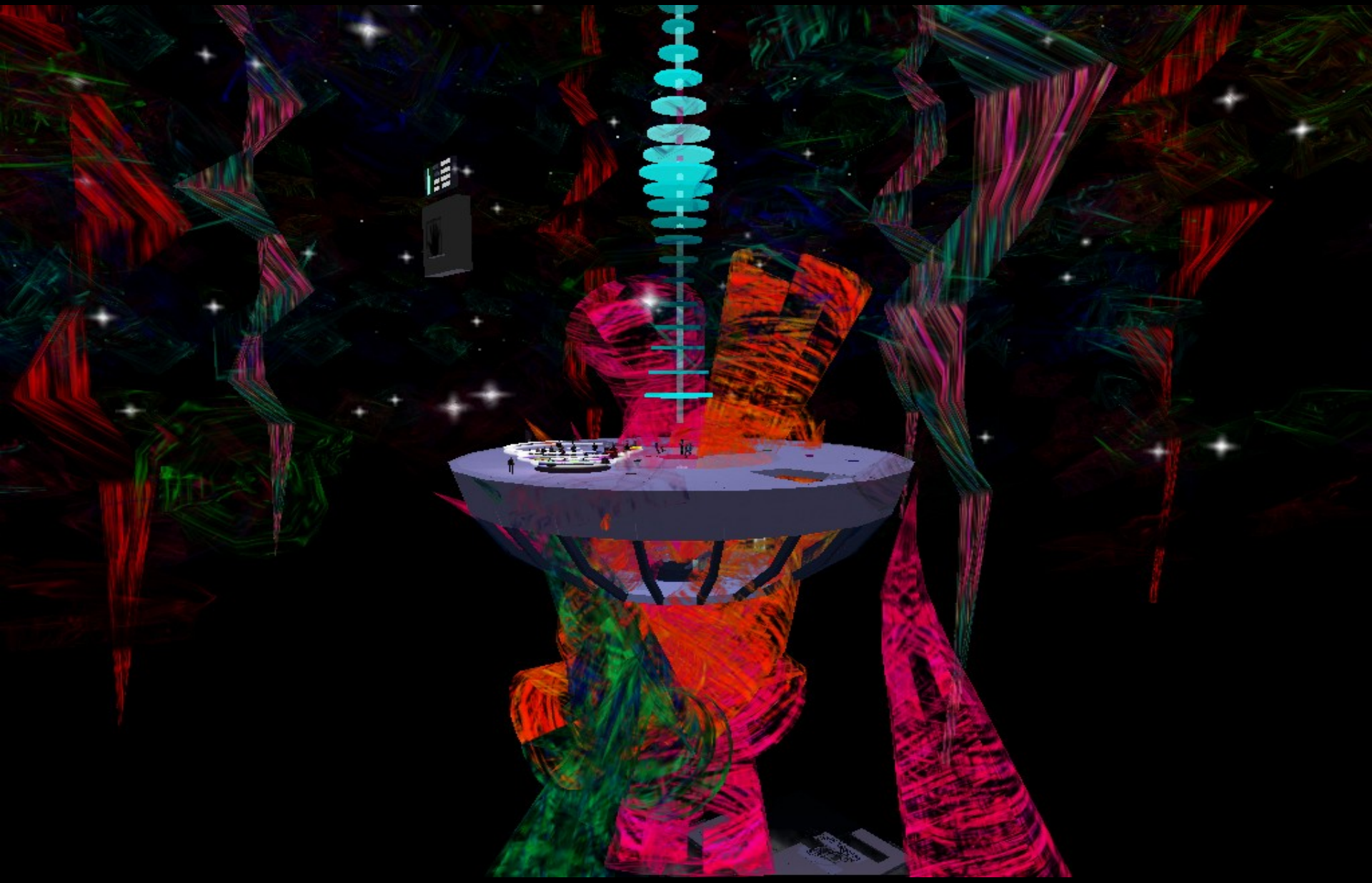
New Media Art

- DanCoyote Antonelli’s Live Performance Art

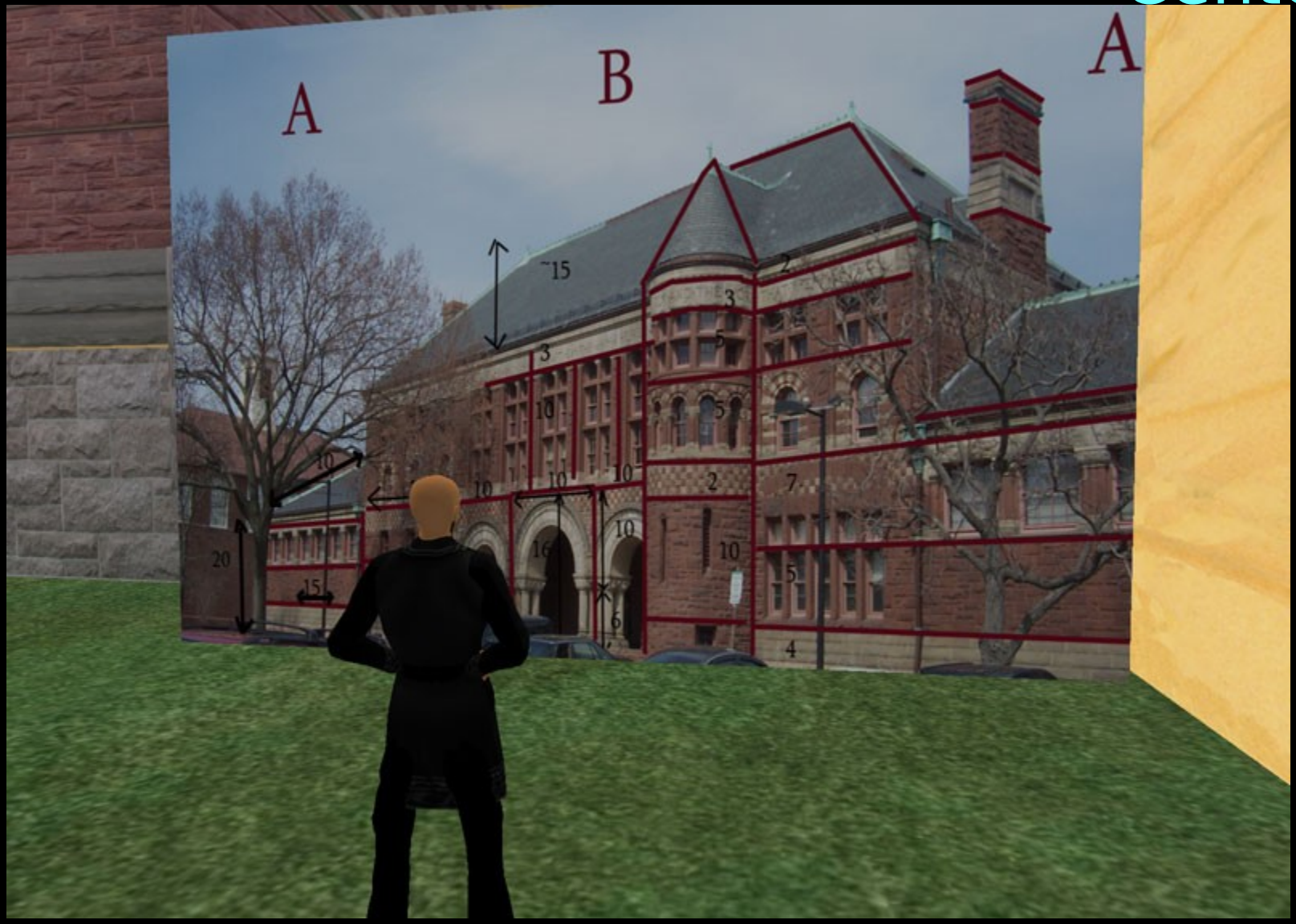
New Media Art

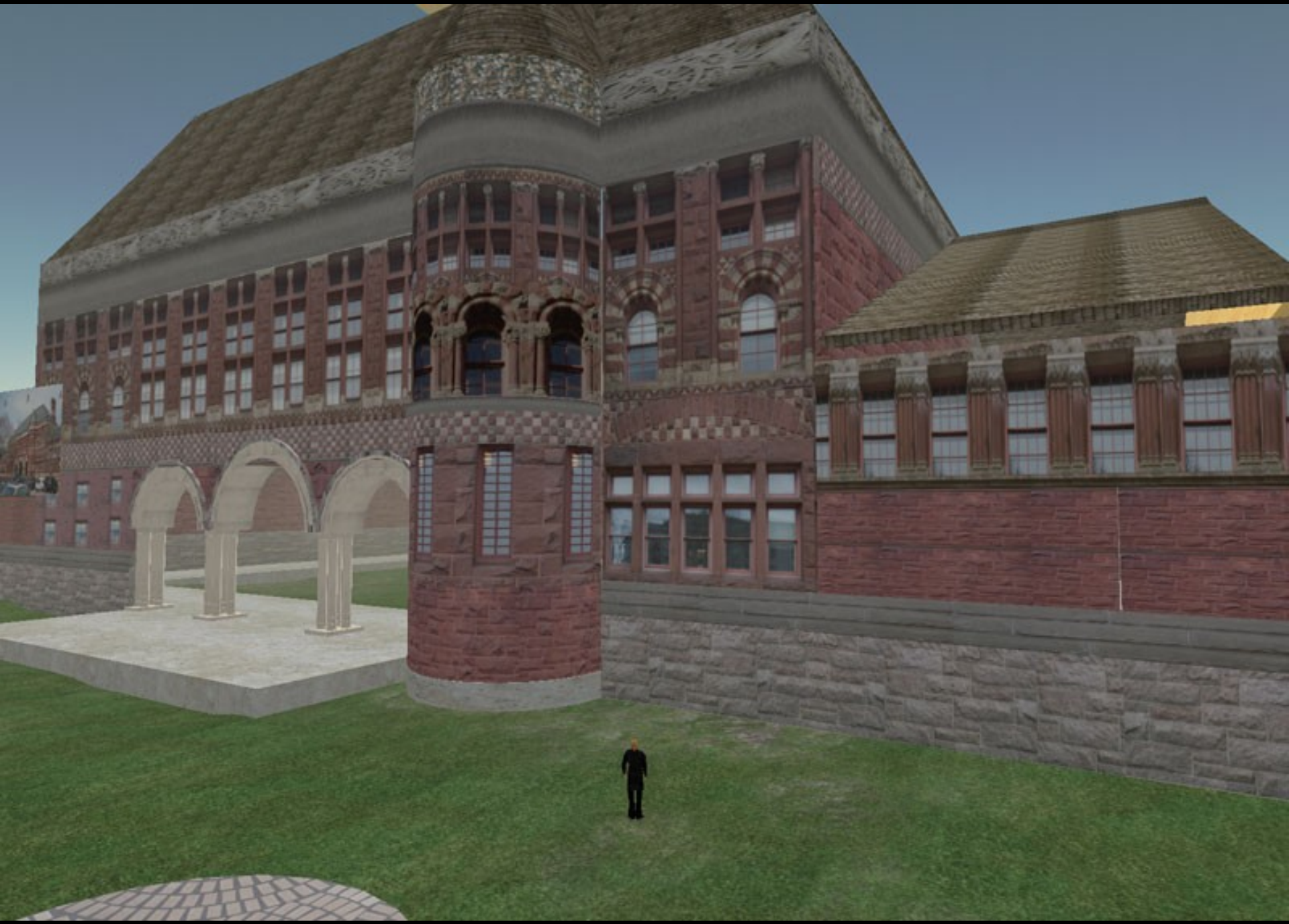


Creating a Digital Ecosystem

Ecosystem Working Group - http://tinyurl.com/t7w7t

Harvard’s Austin Hall – Berkman Center





Welcome to
“Mixed Reality”

communities of support

Asperger’s Syndrome
stroke survivors
depression support
cerebral palsy
children with cancer

From Creative Vision to Reality

Second Life Resident Simon Walsh, founder of “Wheelies”

http://tinyurl.com/y26hug

first responder and caregiver training

process
experience
empathy

SNS Delivery Point
Medical Screening
Secure Room
Registration
Dispensing / Vaccination Area
Observation
Mental Health Area
Special Needs Area
Mass Education
ASYMPTOMATIC
Administration Area
Greeter
ENTRANCE
Sick Assessment & Holding Area
SYMPTOMATIC
Triage

Screening
PUBLIC HEALTH
5

Innovation is atoms + electrons

I see people in Virtual Reality every day on the bus...

Tools for changing electrons into atoms...

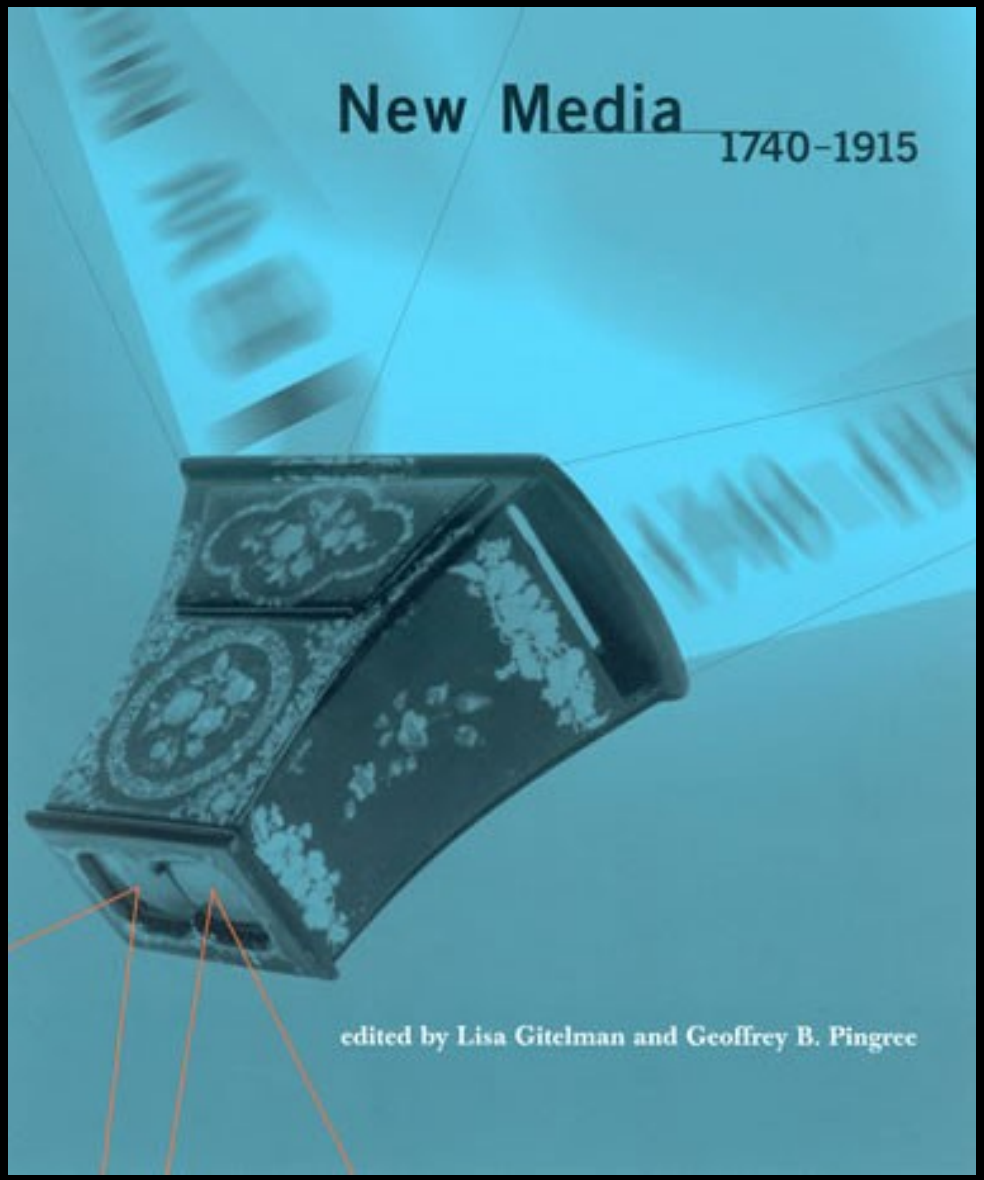
The playing field is getting flatter...

3D Printing

Fabjectory.com

An Artifact from the Near Future

The Challenge of New Media



Bell's attempt to sell patent for telephone to Western Union "Why would telegraph operators want to talk to each other?"

First "online" marriage, via telegraph, late 1800's

It took 65 years after the invention of the printing press for someone to decide that putting page numbers in books was a "good idea."

We get Mired in Past Frameworks

Phonograph and the Spoken Word

What does a “classroom” look like in a virtual world?

The telephone is not the telegraph

Movies are not plays

Thank you for listening

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